

ORDER



Orders
Order / Rev: 712183
Alt Order #: 06307727
Product Desc: JO HEALY AB. FOR CON
Estimate: 1277
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: Political

WKYC

Primary AE: Maria Bellwood
Sales Office: T-DAL
Sales Region: NAT

Agency Name: Davis Group
Buying Contact:
Billing Contact:
 4201 Bee Caves Road., Suite C-101
 Austin, TX 78704

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Healy-Abrams/D/Congress
Demographic: A18-49
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	10	\$12,950.00	\$11,007.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	10	\$12,950.00	\$11,007.50	0.00
Totals	10	\$12,950.00	\$11,007.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maria Bellwood			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/14/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--		1				\$800.00		0.00			
2	WKYC	09/13/12	09/13/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---		1				\$800.00		0.00			
3	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1				\$800.00		0.00			
4	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:15/:15	1	\$800.00	P-3	0.00	BK	1	\$800.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$800.00		0.00			
5	WKYC	09/12/12	09/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:15/:15	1	\$450.00	P-3	0.00	BK	1	\$450.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----		1				\$450.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/13/12	09/13/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:15/:15	1	\$700.00	P-3	0.00	BK	1	\$700.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---T---	1		\$700.00		0.00						
7	WKYC	09/12/12	09/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:15/:15	1	\$1,200.00	P-3	0.00	BK	1	\$1,200.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$1,200.00		0.00						
8	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:15/:15	1	\$1,200.00	P-3	0.00	BK	1	\$1,200.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$1,200.00		0.00						
9	WKYC	09/14/12	09/14/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:15/:15	1	\$5,000.00	P-3	0.00	BK	1	\$5,000.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$5,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/10/12-09/16/12		Fri Prime B	9-10p		----F--	:15/:15	(\$5,000.00)	0.00	BK				
See MG 9.2															
[Prgm Change]															
2	NKYC	09/13/12-09/13/12		Thu Prime Other	8-10p		(8:00 PM-10:00 T--Th----	:15/:15	\$5,000.00	0.00	BK				
Ⓜ MG for 9.1 09/14															
10	WKYC	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:15/:15	1	\$1,200.00	P-3	0.00	BK	1	\$1,200.00
BOOKENDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$1,200.00		0.00						
													Totals	10	\$12,950.00